**Submitted by:**

**Tejinder singh (9788824)**

**Fabio Carriel.**

**What is the purpose of the site?**

Inform the general public about culinary matters.

**Who is the intended audience? Will the audience consist of potential customers, current customers or employees of a particular industry?**

The intended public is anyone interested in culinary matters. More specifically, amateur cooks, foodies and people only curious on the subject. We believe that the average profile would be a person from 20 to 45 years old, usually with no children.

**What are the objectives of the site? To advertise a company or organisation, provide information to customers, provide a service or, process orders?**

The objective of the website is being a virtual magazine on culinary matters, providing interesting info on this particular subject.

**What do you want the web site to accomplish? What results do you want to see?**

The ultimate goal is to become a national reference on culinary for people passionate about it.

**What information do you need?**

Recipes, book reviews, restaurant reviews, TV show reviews and other interesting web sites to refer to the users.

**What opportunity, problem, or issue is your site addressing?**

There are many problems that we have faced during our website development. Such as:

* Selection of HTML of tags that are supported by most of the browsers.
* Collection of appropriate information for our website.
* Font size, Font color, other colour combination that make our website interactive.

**List the working title of each page on your Web site.**

* Cooking world (Home Page)
* Cooking world: Recipes
* Cooking world: Books
* Cooking world: Restaurants
* Cooking world: TV
* Cooking world: Partners
* Cooking world: Subscription
* Cooking world: Recipes – Shrimp Bobo
* Cooking world: Recipes – Indian crepes
* Cooking world: Books - The Table Comes First: Family, France, and the Meaning of Food.
* Cooking world: Restaurants - DOM
* Cooking world: Interviews - Jamie Oliver

**List where you will obtain the content (facts, text, graphics, sounds and video) for the web pages you listed above.**

* Cooking world (Home Page): *Google Images*
* Cooking world: Recipes: *Google Images*
* Cooking world: Books: *Google Images*
* Cooking world: Restaurants: *Google Images*
* Cooking world: TV: *Google Images*
* Cooking world: Partners: *Google Images*
* Cooking world: Subscription: *Google Images*
* Cooking world: Recipes – Shrimp Bobo:  *Google Images, http://gnt.globo.com/receitas/Receita-de-bobo-de-camarao.shtml*
* Cooking world: Recipes – http://allrecipes.com/recipe/indian-crepes/
* Cooking world: Books - *http://www.economist.com/node/21533355*
* Cooking world: Restaurants - DOM: *Google Images,* [*http://online.wsj.com/article/SB10001424127887323375204578270290134163664.html*](http://online.wsj.com/article/SB10001424127887323375204578270290134163664.html),
* Cooking world: Interviews – *Google Images, Jamie Oliver:* [*http://www.byc.org.uk/news/food-revolution-day-exclusive-interview-with-jamie-oliver!.aspx#.UTy2xhx62uI*](http://www.byc.org.uk/news/food-revolution-day-exclusive-interview-with-jamie-oliver!.aspx#.UTy2xhx62uI)

**Similar sites**

* <http://www.gourmet.com/>

Positive: Good presentation, appealing pictures, good amount of recipes.

Negative: Focused mostly on recipes and dishes. Few articles and hard to find them when browsing.

* <http://www.restomontreal.ca>

Positive: Comprehensive database. Offers good insight with user’s opinions and suggestions.

Negative: Very city driven. No specialist reviews. Lacks in-depth analysis.